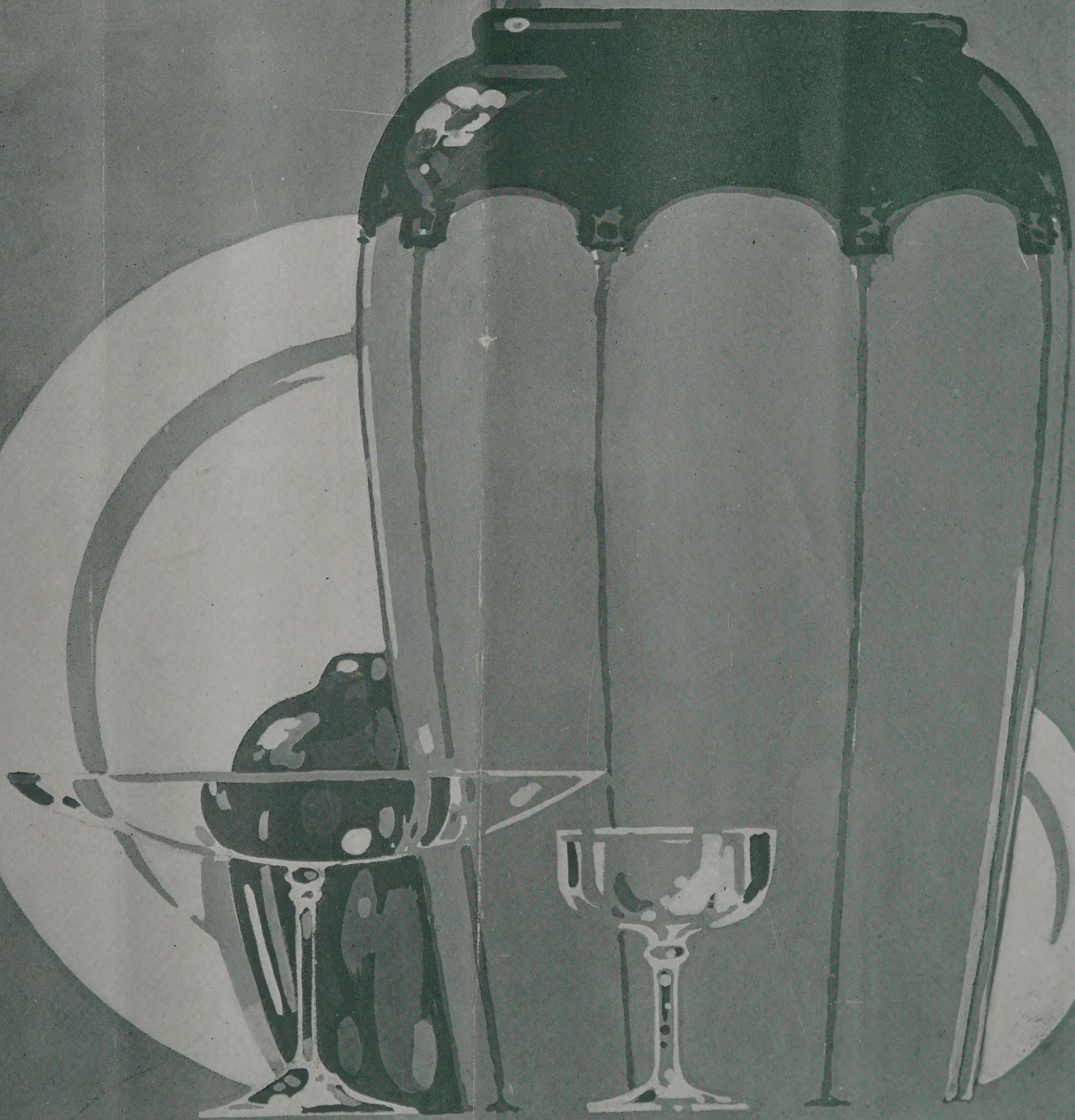


POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK

IT'S THE QUALITY THAT MAKES THE DIFFERENCE CENTRAL GLASS WORKS WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
DRAWN STEMWARE,
BLOWN AND PRESSED
TUMBLERS, DECAN-
TERS, CARAFES, JUGS,
OILS, BLOWN TABLE-
WARE, ETC.

HOTEL, CLUB AND
CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP
PLATE ETCHED MONO-
GRAM AND CREST
WORK. IF YOU WANT
REAL QUALITY GLASS-
WARE AT RIGHT
PRICES AND PROMPT
DELIVERIES, TRY US
AND BE CONVINCED
YOURSELVES.

New York, A. P. DOCTOR, 66 West Broadway.
Philadelphia, THOS. DOWNS, JR., 610 Denckla Building.
Baltimore, GREEN & THOMAS, 33 South Charles St.
San Francisco, HIMMELSTERN BROS., 718 Mission St.

*Branch
Offices*

Denver, BERSBACK, MALONEY & Co., 1517 Lawrence St.
Cincinnati, THOS. M. LEWIS, 437 Main St.
St. Paul, S. R. McMASTERS, 632 Endicott Building.
Buffalo, E. S. PEASE Co., 611 Main St.
Salt Lake City, MAUS-STEWART Co., 146 Southwest Temple

FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
assortment of
new goods



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
Call and see
it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 64 Park Place, New York
JOSEPH TOMKINSON, 213 Commercial
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore
MARSH & KIDD CO., 617 Mission St., San Francisco

Haviland China

is stamped:

Haviland
France

Additional stamp on decorated china

Haviland & Co.
Limoges

Haviland & Co.

11 EAST THIRTY-SIXTH STREET

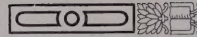
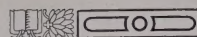
NEW YORK

Rosenenthal
FINE CHINA

Theresienthal
FINE GLASSWARE

Leerdam-Bayel
HOTEL GLASSWARE

SOLE AGENTS
GRAHAM & ZENGER
104 FIFTH AVENUE



**HAVILAND & ABBOT
COMPANY**

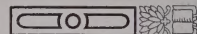
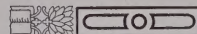
29 Barclay Street, New York

Dealing Exclusively in the
"G.D.A." Limoges China

IMPORTATION DEPARTMENT — New samples are now ready; also all the patterns and shapes formerly offered by Porcelaines G. D. A. at this address.

STOCK DEPARTMENT — Full assortment white staples, open stock patterns, fancy table dishes and white fancy pieces for amateur decorators—all in sufficient quantity to supply any reasonable amounts without delay.

HOTEL DEPARTMENT — Are furnishing the best hotels of the U. S. and Europe.



NEW SAMPLES

READY FOR INSPECTION

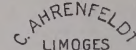
Trade Mark on White



The Celebrated Ahrenfeldt China

Manufactured at Limoges, France

Trade Mark on Decorated



The Art China made by the
v. Schierholz'sche Porzellanmanufaktur
PLAUE, THURINGEN

MODERATE PRICES — PROMPT DELIVERIES

HERMAN C. KUPPER

IMPORTER

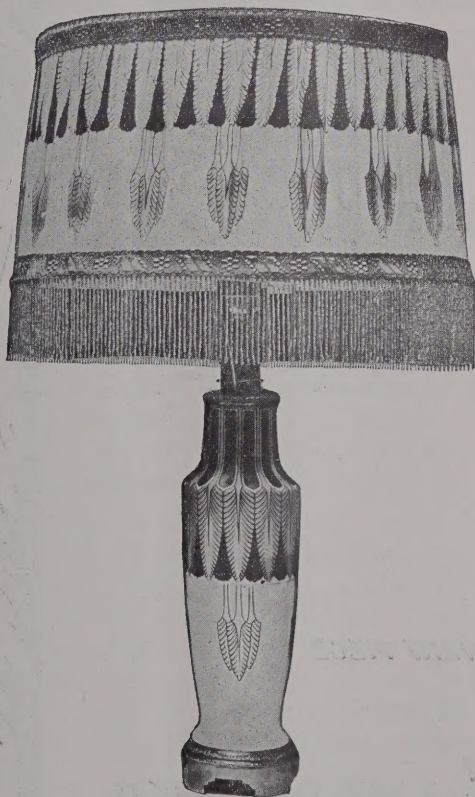
52-54 Murray Street, New York

BEFORE PLACING IMPORT ORDERS
FOR
BAVARIAN CHINA

LOOK UP THE NEW LINE MADE BY
**KRAUTHEIM & ADELBERG
SELB**

AND GET THE PRICE

J. H. VENON, SOLE AGENT
104 Fifth Avenue New York City



METTLACH LAMPS
SHADES FROM PARIS — HAND PAINTED

Are you looking for Lamps different from anything anyone else has? We have them. We have constructed into electric portables a large number of vases in our famous Mettlach Inlaid Stoneware and Mettlach underglaze reproductions of Faenza and Delft.

The shades are hand painted, and the wonderfully soft tones of the Inlaid Stoneware, as well as the striking color effects of the Faenza and characteristic deep blue of the Delft, are faithfully reproduced in the fabrics.

In stock in New York. Come in and investigate. Don't omit the chance. Send for Booklet in colors.

E. R. THIELER

Sole Representative in U. S. and Canada for Villeroy & Boch
88 PARK PLACE, NEW YORK

ESTABLISHED 1818

¶ Without this trademark

Libbey
"THE WORLD'S BEST"

Cut Glass is subjected to the minutest scrutiny.

¶ And even though no flaw appear there still remains a lingering doubt in the mind of the customer.

¶ But, by this trademark, the world over, the customer is immediately concerned and supremely satisfied.

THIS NAME ETCHED  ON EVERY PIECE.
TRADE MARK

LIBBEY GLASS Co, TOLEDO OHIO.

POTTERY & GLASS

VOLUME XI. No. 4.

NEW YORK, OCTOBER, 1913.

TERMS: \$2.00 per year in advance
25 cents per copy.

Mailing List an Aid to Successful Retailing

THE PROGRESSIVE MERCHANT CAN REACH A VERY DESIRABLE CLASS OF TRADE THROUGH THE MAILS THAT HE WOULD OTHERWISE MISS AND THIS APPLIES EMPHATICALLY TO THE POTTERY AND GLASS TRADE

SINGLE sales to the passing trade will not go far toward building up a worth-while business. Granting that you sell reliable merchandise, you must depend upon the repeat—the satisfied customer who comes back. What effort do you make to keep your customers, regular, irregular or just prospectives, advised of your store, its merchandise and service? The progressive dealer, the man looking for big business keeps after his trade all the time—and his greatest asset for increased business is a well kept mailing list.

The mailing list is a part of the store's system that is very often neglected, and it requires constant attention in order to keep it alive. Place a clerk in charge who reads the daily papers thoroughly—to watch the death, removal and marriage notes. The first to be crossed off, the removals change of address noted, and the new home of the newlyweds correctly listed.

A mailing list is a means of personally and directly expressing to customers your desire to have their trade, and the returns will be in proportion to the care and thoroughness bestowed on it. There are many china and glassware retailers who are losing a certain amount of business to the mail order houses, a class which may be minimized by the proper use of a mailing list, as most mail order purchases are influenced by this very style of attractive advertising literature. A carefully compiled, regularly corrected and revised list is one of the best selling helps that a dealer can possibly have. On the other hand the list which is never pruned and is left to adjust itself is little more than a waste of money. A dealer should not devote his attention alone to those who come into his store when preparing this list, but should go out and after those outside who have dealt but little at his store.

A mailing list is not alone for the town or city man, for even the small dealer in the country village will find

such a list useful. Two or three different persons should not be left to do this work. One person only should be held responsible for keeping it right.

In these days of careful tabulation in connection with all business details the card index system is a very convenient way of keeping such records.

To the name on the card, besides some notation as to amount of purchase, may be added a brief synopsis of the class or character of the goods bought. Thus a man may buy only for himself and either leave domestic shopping to his wife, or he may not be married. A woman may be the mother of a family or alone in the world, merely supplying her own needs, and she may, or may not, keep house. These are important details which will have a bearing on the kind of advertising matter to be sent. It would manifestly be absurd to send an announcement of a special sale of Limoges dinnerware to an unmarried man. From this the need of classification and knowledge of goods bought, family relations, etc., may be perceived, as desirable on the card index.

It would seem to be a good plan to instruct all clerks to get the name of every person who makes a purchase, stating to the person that it is the desire of the firm to send out when ready a booklet or calendar, or some other favor. Get each purchaser to suggest the names of other traders who would be pleased to receive the favors also. By this means the dealer would not only get the names of people who are actually spending money continually, but he would get their right names and addresses and those of other families they know. In the larger stores there would be no difficulty in getting in enough names to start a splendid mailing list which would be augmented as time went by. But the smaller stores would perhaps have to resort to some other means of getting good, live names. The secret is to get a list that is up-to-date and thoroughly representative.

The manufacturers from whom you buy will be able

to give you many helpful ideas and suggestions to work on. There are endless ways in which the mailing list may be prepared, and the dealer may choose any method that suits his particular business and surroundings best. Perhaps it will be found possible in some of the smaller cities and towns for dealers to obtain a list of actual mail order buyers. Customers who come into the store will often mention buying articles from the mail order houses or will tell of acquaintances who have bought. It is possible for the cartage man also to pick up a lot of valuable information too along this line as he makes his regular trips to the railroad station.

Among the best prospect are the farmers and a great many of them will not even ask that the goods be delivered. They will take them home on their own wagon, whether they be large or small. The farmer is a good class to address for further trade. In small places many of them become very well known, but that is no reason why names and addresses should not be listed; on the contrary, it is the best of reasons why they should. But how to get after those who rarely enter the store, or newcomers, is another proposition. The voters' list is always at hand, and in the districts where there is a rural telephone service the directory will at least give the names of some of the most progressive rural buyers.

There are no classes of customers that are more profitable to the crockery man than newly-weds, who abound in the spring and fall every year. Here the

society columns of the newspapers will help out in getting addresses of the expectant brides. Some dealers have found it a good plan to have a neatly printed booklet to send to brides, explaining a list of what is desirable to buy for the home. Several prices should be given so that the bride and groom may study their purse and gain some idea of what is within their reach financially before they enter the store. It will make buying easier for them and will help wonderfully your chances for getting part of their business.

BUYING METHODS WHICH SPELL SUCCESS

THE most successful buyers in the trade make it a point to see all traveling men who call on them and to at least form some opinion of the lines that these men carry. These same buyers, or at least a large proportion of them, when they come to market, make it a point to call on as many concerns as possible, including not only those from whom they are in the habit of buying regularly, but others from whom they seldom purchase. They even go beyond that and search out comparatively unknown concerns, realizing that some of these concerns are very apt to have goods that will interest them. All this takes time, but it is time well spent, and the answer is found in the fact that the buyers who pursue this policy are almost invariably men who achieve unusual success for the reason that their respective departments contain an unusually attractive assortment of merchandise.

The only pity is that more buyers do not pursue this same policy. Of course, many will claim that, as far as looking up new concerns is concerned, their time is limited and does not permit them to chase around hunting up houses of whom they have never even heard. To an extent their contention is not without foundation, but if these buyers would simply plan to devote a certain portion of the time to investigating lines with which they are unfamiliar but on which they have been solicited, either through personal interview or through advertisements, they will do well by themselves and spend their time to profitable advantage.

NEW FIRM SEEKS AMERICAN CONNECTIONS

AMERICAN manufacturers of glassware, novelties, china, silver and fancy goods can make connections with a business man who for the past twenty-one years has been engaged in importing foreign merchandise for a South African firm and who has informed the consular officer in his district he is about to branch out for himself as the representative in South Africa of English, American and Continental manufacturing firms. He desires to be put into communication with any American house desirous of introducing its lines into South Africa.



One of the strikingly new and distinctive ultra art newspaper illustrations used by A. A. Vantine & Co. to advertise a china sale.

Modernizing the Lamp and Fixture Department

AN INTERESTING INTERVIEW WITH T. ATTRIDGE, BUYER AND MANAGER OF GIMBEL BROS., NEW YORK, LAMP DEPARTMENT IN WHICH HE POINTS OUT THE METHODS WHICH HAVE BROUGHT SUCCESS TO MANY OF THE LARGE LAMP AND FIXTURE DEPARTMENTS

THE retailing of lamps and fixtures in a department store is a matter that has called forth much discussion of late. The rapid evolution of the lamp from oil burners to gas, and finally to electricity, has resulted in problems of display and selling still unsolved by many stores. The lamp department is now one of the leading sections in large stores, and to the dealer who has not as yet struck the successful combination a number of questions are continually facing him. He should know the best methods of display; should the store install the fixtures in the customer's home; would a fixture shop in connection with the department pay, and lastly but not least, what system to employ to properly keep track of stock and its re-ordering?

The foregoing questions were submitted to a number of metropolitan lamp buyers, heads of New York's leading departments, and men well qualified to advise. In answer, Mr. T. Attridge, of Gimbel Brothers, New York, stated that to bring out the beauty and selling points of a lamp the department should be as dark as possible, and each lamp or fixture equipped with an individual plug that would enable it to be lighted separately. The usual method is to have several on a switch, but this has been found unsatisfactory, as it undoubtedly distracts the customer's attention from the lamp or fixture the salesman is talking about. "We endeavor, as near as possible," stated Mr. Attridge, "to show the lamp in a homelike atmosphere. For instance, should you ask to be shown a Chinese porcelain lamp the salesman will place the sample on one of the small mahogany library tables, kept here for just this purpose, and turn out all nearby lights. The result is the customer sees the lamp as it will appear in the home and not surrounded by detracting samples. However, no matter what the department arrangement, darkness is a most essential item.

"Here a competent staff of electricians and gas fitters is maintained, all being capable of giving estimates and guiding the purchaser in the selection of proper lamps or fixtures in keeping with the particular period or decorative scheme in which the room is carried out. The charges made cover the cost of installation, which is added to the purchase price. The expert guidance in the selection of the fixtures is part of the service we render. No lamp or fixture department can be properly operated in any other way, for the reason that if the store is not practically and efficiently equipped it is not in a position to take in hand the lighting of a home, whether it be the modest ten room

house or the palatial mansion. Customers will continue to patronize a department where after they have purchased their fixtures the store follows the sale to the home and sees that it is properly installed, so as to pass the fire underwriters' inspection.

"Now, in regard to the maintenance of a fixture shop, I can but answer in the light of past experiences. I have known instances where stores who undertook such work have had to close up very much disappointed. It is not necessary in my judgment for any department store to go into the manufacture or repairing of fixtures when there are such splendid shops located within the limits of almost every city.

"Regarding our method of keeping track of stocks,



A four-color poster used by Gimbel Bros., N. Y., to announce their September china and glass sale.

POTTERY AND GLASS

etc," continued Mr. Attridge, "I will not endeavor to delve deeply, but simply cover it in a general way. We divide all stocks into sub-divisions, such as hanging fixtures, oil, gas and electric lamp lines, shades, etc. As the ware comes in it is entered in a stock ledger and indexed under the manufacturer's private number. Each morning the heads of stock on the floor are posted by the stock clerk as to the condition of the division directly under their supervision. Stocks are taken frequently and comparison made with the original record and ledger and the selling items kept, as far as possible, constantly in stock. Of



Conventional design fixture, floral garlands in red, gold and green on a white ground, from the new line of J. Morgan & Sons.

course, many of the items are purchased singly, and in that case are repurchased only at the discretion of the buyer.

"Personally, I try to be on the floor as much as possible, keeping track of and in touch with my salesforce and directing sales. I also keep in close touch with our customers, so that there will be no failure on our part to know the public requirements.

"The buyer to be successful must know every detail of his stock. Constantly inquiring from heads of stock just what is selling and also what is not selling, for in this way a department never ceases to be a busy hive

of activity. Customers are requested to look over the new merchandise as it comes in—sales people are instructed in classes after hours all about the merchandise, where it was made, methods employed in its manufacture, materials, and last, but not least, to what particular decorative scheme it is best adapted. In fact, every feature and point is explained in order that they will be better fitted to sell the goods intelligently."

The department presided over by Mr. Attridge is considered one of the finest in New York city, and, together with the department at the John Wanamaker store, is visited constantly by scores of buyers from all over the country in search of ideas in both display and merchandise.

EXHIBIT SEVRES PORCELAIN ABOARD STEAMSHIP

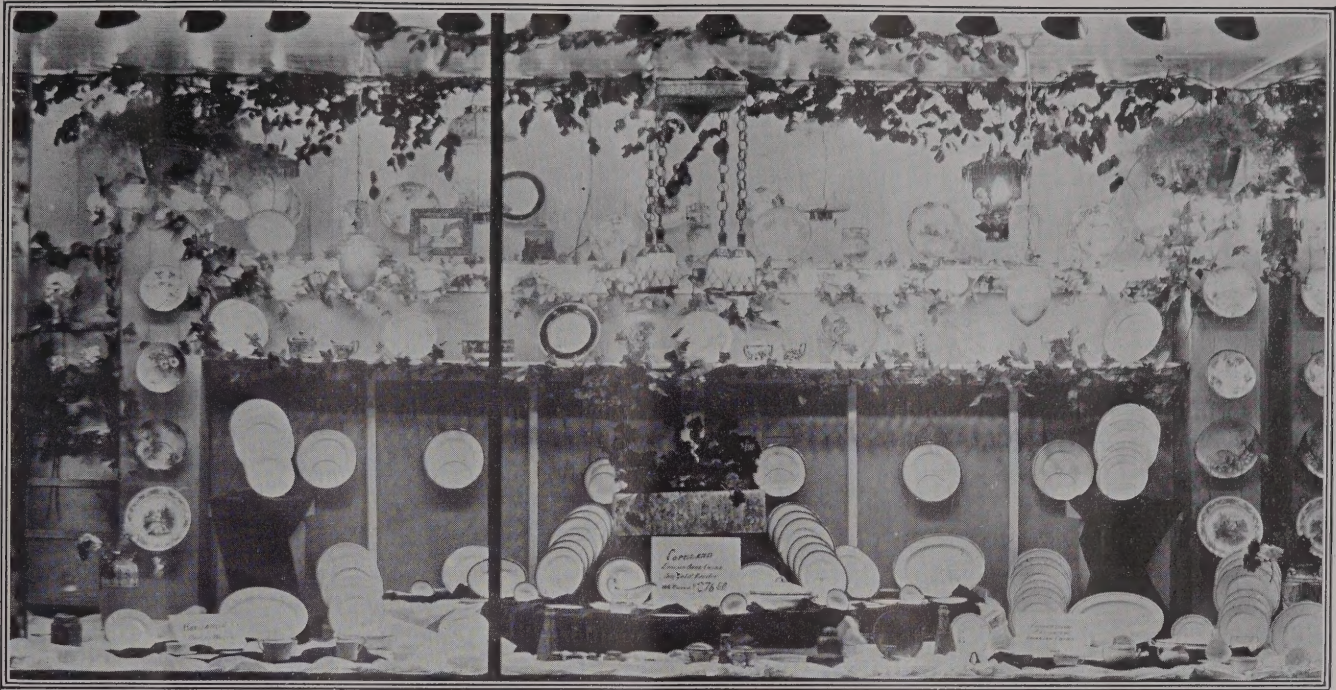
The exhibition of Sevres porcelain held on board the French Line s.s. *France*, at her pier, foot of West 15th Street, New York, by the French government, for educational and trade purposes, attracted a throng of people on the afternoon of September 30. Probably the fact that the public were admitted without tickets added to the popularity of the exhibit, which consisted of vases, statuettes and dainty pieces of dull porcelain. The collection was arranged along the walls of two salons, expressly decorated for the occasion, each piece being held firm by a small metal brace. The exhibition was comprehensive and showed many phases of the modern work at the old Sevres factory. There are charming vases, bottles and boxes in porcelain, decorated in colors and many white statuettes in bisque from models by both the older and more recent artists. Among the specially notable figure pieces are Dalou's "The Reader," "The Gourmands" from the model by Larche; Theodore-Riviere's "Salamambo" and various figures after Boucher, Falconnet and Boizot. A vase with an attractive decoration of apple blossoms against a pale lemon colored background was signed M. Trager.

A special guard of French officers were detailed to look after the exhibition while it was here.

CLAY PRODUCTS EXPORTS INCREASING

The exports of domestic clay products from the United States in 1912 were valued at \$5,000,895, an increase of \$1,335,175, or 36.4 per cent; in 1911 they increased \$1,021,118, or 38.6 per cent. Of these exports, 76.45 per cent was brick and tile and 23.55 per cent was pottery. Brick and tile exports increased \$1,558,757, or 68.84 per cent, in 1912.

The greatest buyer is never so great that he can't learn from the youngest salesman under him. Greatness is relative. It consists in knowing one thing better than the average man—which doesn't preclude that the great can learn from the little.



An excellent window display of English, French and Bavarian dinnerware and fancy china, which was most favorably commented upon by the press of Oklahoma City, Okla., recently. This is but one of a series of finely arranged windows in the big store of W. J. Pettie & Company and is the work of C. B. Hunt, the advertising manager, who has been very successful as a window dresser, his silverware display being awarded first prize in a country wide competition last year. The color scheme of the above display was tan and white, a tan background with white panels. Sixty extra lights were used, the shades of which were also in tan. A coin gold border pattern on English bone china occupied the centre of the window; to the right was a popular Bavarian line with conventional design, and a beautiful French ware flanked the left. The balance of the space was taken up by fancy hand painted goods. Windows of this nature are evidence of the progressiveness of the store.

Keeping the Window Glass Clean

"I'D rather let my window trimming go over for a few days than neglect to properly clean and polish either the window glass or show cases," said the proprietor of a prosperous china, glass and novelty shop, in upper New York State. "The passing trade is the first to notice a dirty window, and there is also the trade located on Main Street to cater to; so I've always made it a point to keep them clean. No, we've never had a regular window cleaning day, but I get after them just as soon as any trace of dirt appears."

This is the kind of advice that every merchant should follow, for once a window is properly cleaned and polished (don't forget the polish) it will stay clean a long time, unless rain and dirt come on it together.

It is advisable that the one person clean your windows all the time. It's not everybody's job; and if you try to make it so your windows will be no better than anybody else's. The inside windows should be washed with tepid water and chamois leather—no soap or powder of any kind. Wipe this off dry with chamois and polish with cheesecloth. The outside is cleaned with the following mixture: one ounce of whiting, one ounce of alcohol, an ounce of water of ammonia and

a pint of water. Apply with a soft cloth, after having sprayed the window to remove the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the window will be extremely brilliant, and it will remain so much longer than when washed in the ordinary way.

The same method can be used on the show cases which are yearly ruined by the hundreds from lack of attention. The constant passing of coin, merchandise, etc., over the glass has a tendency to scratch and dull its surface, a matter easily remedied if taken care of at once. If the cases or window panes should become badly scratched a filler is necessary, and one consisting of one ounce of white wax dissolved in a pint of turpentine will in every case greatly improve the surface. This fills the cracks and scratches, and prevents dirt lodging there.

Small cracks appear, caused by heat or contact with hard, heavy articles, and if these cracks are not at once attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short scratch at right angles with a diamond or glass cutter. Cases should be set perfectly level, and if this is not done they are certain to warp.

Transvaal's Growing Pottery Industry

THE OLIFANTSFONTEIN POTTERIES SUPPLY SOUTH AFRICA WITH DINNERWARE MADE FROM NATIVE CLAY.—ONE OF COUNTRY'S LEADING INDUSTRIES

IN almost every country in the world the manufacture of pottery products is carried on in one way or another, but so closely are the potteries of Europe and Japan allied to the trade of this country that we do not pay much attention to the industry in the more remote parts of the world. Down on a sun-kissed veldt of the Transvaal, there is in operation a large, splendidly equipped, up-to-date pottery, the name of which is probably known to few, if any, in this country. However, the "Olifantsfontein Potteries" are considered one of the leading industries of that country and were discoursed upon at length in the August issue of *The South African Railway Magazine*.

The plant is located on an ideal site, plenty of water being obtained from a bore-hole and from adjoining pits are obtained limestone for the making of slaked or unslaked lime, fireclay for the fire-bricks, and clay for the pottery ware. Flints, china clay and the other ingredients are brought in from outside sources, although practically all the materials used are South African. Most of the labor is white, skilled and well paid.

The first step in the manufacture of clay products at this plant following its mining, is the powdering under large rollers until the clay is reduced to a thin dust. It is then placed in tanks of water, to which are added, also in powdered form, the flint, quartzite, bone or whatever is decided upon to strengthen the "body" of the clay. When the constituency of the clay is that of soup, it is turned to hard blocks, not by evaporating the water, but by pumping the fluid clay into appliances, the main feature of which are a series of canvas screens through which, as the pumping continues, the water passes, leaving the clay to collect until fairly solid blocks have accumulated. The blocks, as required, are then put into kneading machines, and reduced to the constituency necessary for the potter. The basic material of the whole factory is then ready for use.

Pottery is, of course, of various kinds and qualities, and to distinguish kind and qualities peculiarities in the ingredients added to the clay are necessary. The basic material is, however, the native clay as it emerges from the hydraulic presses in blocks, which blocks, as previously stated, are then worked up to the constituency required, when it passes to the potter. At Olifantsfontein they make cups and saucers, dinner services, toilet sets, vases, jugs, jars and a hundred and one other articles of earthenware. The potter's wheel is still his principal implement. In the past he would

dab his clay on to it, and with the dexterity of his fingers, with a pat here, a prod there and a dab elsewhere on the revolving clay, shape, by hand alone, whatever utensil was to be made. Now he largely uses moulds, and "jiggers" and "whirlers" and profiles. On to a mould, like the inside of a plate, a dab of clay is thrown; the whole revolves; a lever, to which a "profile" is affixed, is lowered on to the revolving clay and shapes the back of the plate. Thus, quickly, and without thought, as though by magic, the plate is made. A cup is made by similar process, only, of course, the inside has to be scooped out. And so on with mechanical intricacy increasing in proportion as the intricacy of the pottery design increases, moulds, the turning pattern and the figures are used, the last-named to give such touches as a uniform mould or machine mould cannot give.

Handles are stamped in clays and fixed by hand while plastic.

The earthenware, when it has been shaped by the potter, is sent to sheds to be air-dried. But, of course, earthenware, however dry, will, on the application of water become mud unless it has passed through a white heat. When sufficiently dry, therefore, the pottery is sent to the ovens or kilns. Of course, it requires, heat, not fire, and never comes into direct contact with the flame, being enclosed in receptacles of fireclay, and so stacked in the kiln. When the pottery enters the kiln to undergo the ordeal of fire—which lasts from three to seven days, and which is to purify and harden, it is the bluish-grey color of the clay; when it emerges from the kiln it is brittle and nearly pure white. Hence the name, "biscuit ware." The pottery is now quite impervious to the action of water, as impervious as stone is, but it is porous; it will not hold water. It is therefore useless for most practical purposes, except to hold contents that are dry, such as flour. To overcome this porosity the ancients clogged the open pores of the baked clay by painting over it a coating of wax or similar solution, until some day somebody probably overfired a kiln and in melting part of the contents accidentally discovered a kind of glazing or "glassing."

The porous "biscuit ware" has accordingly to be glazed. Glazes, though on the same principle, are of various ingredients; and in important factories the composition of the glazes used is generally a secret. Broadly, however, it may be affirmed that glaze is a fluid composed of soda, potash, borax or some such substance, to which clay and flint is added for fusibility, and oxide, cobalt, tin, copper, etc., for coloring,

the whole being ground in water until liquid like un-boiled starch. When placed on the "biscuit ware" and subjected to a certain heat in the kilns, this glaze fuses, spreads and forms a thin even coating of what is practically glass.

But apart from the basic coloring obtained by metals like oxides, copper and tin, there are other coloring processes. White ware, for instance, may be tinted or partly tinted, like the jug of a toilet set. This color is spread on the "biscuit ware" by an air brush, that is, a steel pencil with a hollow needle through which by air pressure a thin spray of color is blown. The glaze is then applied and the pottery placed in the kiln and fired. More elaborate ornamentation, such as floral borders in several colors, are obtained by a still different process, the decalcomania. This is moistened and pressed on an even surface. The paper is then removed and is found to have left its design on the foreign surface—a film, as it were. The colored design required is printed in special inks on paper. A fine adhesive varnish is placed on the earthenware. The printed paper design is suitably pressed to this and so transfers its film to the varnish, after which the glaze is applied and the whole fired again.

Modern earthenware, therefore, though somewhat mechanically and uniformly made, is yet made only by processes which, though seemingly simple when crudely explained on paper, required much ingenuity to invent and much skill to practice. A fault in mixing the clay, in shaping the pottery, in composing the glaze, or in regulating the kiln fires, may mean heavy loss to the manufacturer. It may mean that when the kiln is opened the earthenware is found to be cracked or blistered, or discolored; or partly melted and stuck together. Care must characterize every stage of the making. For which reason the labor used must be exceptional. That is one of the gratifying features of the Olifantsfontein factory. The employees, excepting the laborers, are all white and highly skilled. Even the South African apprentices, of whom there are about fifty, males and females, learning an extremely useful and profitable trade, show a dexterity and assiduity in a manner that is wholly pleasing in a country where so many of the young enter occupations that oftenest end in a *cul-de-sac* with little profit to the employer or employed. And one leaves the factory heartened by the fact that on what a few years ago was an ordinary South African farm earthenware of all kinds is made as well as in overseas fac-

tories, and is being distributed throughout the country in dozens of truckloads monthly—a fact that cannot be too strongly emphasized on those who look overseas for their requirements instead of supporting a wholly estimable local institution.

Solving the Mail Order Problem

Service, style and price the essential points in meeting mail order competition

SCARCASTIC speeches to your customers, public criticisms in the press, will not decrease the inroads of the mail order house and frequent trips to the cities. Opposition to interurban lines, condemnation of better steam road service, will not retard the outgoing trade to the larger cities. The acknowledgment of this trouble and the longing for the good old days will not bring the solution of this problem.

There is a truth, a powerful principle, under the guidance of which we can not only hold our trade at home, but increase the results of our well directed energies. Efficiency is the new slogan.

Retailing at one time was price, style and service.

To-day it is service, style and price. The two latter, style and price, are dependent upon the source of supply, namely, manufacturers and jobbers.

Service is contingent on our own ambition and ability; it is the human equation; the result of our training and of the training we can impart to others.

While to-day and in the future, in every branch of the industrial world, the acquiring of wealth will depend upon the desire and ability to render service to the public, yet the branch of the industrial world which will especially depend for acquiring wealth upon such desire and ability is the retailer, the shopkeeper. The retailer, of all others exists to serve. The sole justification of his plea for patronage and wealth is the desire and ability to render service.

The personal element is paramount. It is the successful factor of the small merchant, and it is that which every large store lacks, because no proprietor is omnipresent or omnipotent.

Store arrangement is second in store service to the clerk problem. The average merchant neglects the art of store arrangement. And, here again, precedent wields its fatal influence. The old floor plans seem good enough. The larger merchants of the largest cities are the only ones who seem to give this subject serious consideration and



Modern stained glass portable colors fired in shade, made by J. Morgan & Sons.

POTTERY AND GLASS

who realize the importance of spacious aisles, modern cases and constant changes in location of stocks.

The money we judiciously spend in publicity is not an item of expense, but sound as a savings bank investment. It is no longer a question whether or not to advertise, but a serious problem of how best to reach the public ear.

Mail order catalogue competition is not so serious a problem as many have been led to believe. The retail dealer has had the advantage of being on the ground and the only reason he has feared the competition of the mail order houses is because he did not know how to meet it.

HAVILAND & ABBOT CO. GET LARGE ERIE CONTRACT

PATRONS of the Erie Railroad Company's dining car service will, in the near future, have their meals served to them on the famous "Porcelaines G. D. A." the order for an entire new table outfit being placed last month with the Haviland & Abbot Company, through L. Barth & Son, Cooper Square, New York.

The design and decoration selected by the Erie people is neat and refined, and its exclusiveness is evidenced by the fact that the ware is of the choicest Limoges china and the same as now in use in the dining rooms of the Ritz Carleton, Delmonico's, Hotel Gotham and Rector's, New York City; The New Willard, Washington; Blackstone, Chicago, and other first class hotels. Many designs and decorations were submitted and, after careful consideration was given all, the ware shown in the accompanying picture was decided on.

The new service, as described by a member of the Haviland & Abbot Company, is decorated with a beautiful floral design in delicate colors of green and pink, and bears on each piece in script, the name of the railroad, "Erie," as shown in the illustration. The outfit is notable not only for the choiceness of the ware and the beauty of the decoration, but also for the number of articles contained in it, which are in many instances exceedingly novel, and manufactured especially for this order.

The goods are of the finest G. D. A. Limoges china, whose factory was founded in 1797 and in the past century has produced some of the hand-somest wares made by any concern in that widely known pottery center,

"Table china, along with immaculate linen and well kept silver and glass," stated an Erie official, "is what makes the tables of the dining cars so attractive and inviting. It impresses the patron with the idea that the Company is striving to give them the best there is. Everybody loves beautiful china and always will, so the new china service from this Limoges pottery was selected for its exclusiveness from the standpoints of manufacture, design and decoration."

GET OUT OF THE RUT

Let us adjust our methods to the new conditions. Let us no longer tell our trade why they should buy at home, but rather what they can buy at home. We can no longer advertise in superlatives and generalities, but in exact descriptions and specialties.

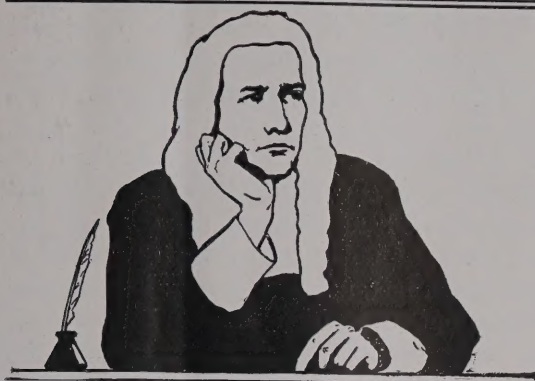
Bright colors have much the same effect upon the eye that bright music has upon the ear. Both cheer up. Brighten up your store all you can. It makes it easier to sell goods.

Be careful to whom you lend money, and it will not be necessary to give so much thought to where you can borrow it.

The more time you spend in arguing over how a thing should or should not be done the less likely it is that it will get done.



Specimen pieces of the "G. D. A." dinnerware selected by the Erie R. R. Co.



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

DISCHARGING AN EMPLOYEE WHO IS UNDER CONTRACT

I KNOW no point of law on which the opinions of laymen, meaning employers especially, differ so radically, and are so generally wrong, as in the case of a contract of employment entered into between an employer and his employee. Some employers have a deep-seated conviction that no contract of employment possible to frame is worth anything, for the reason that either party can break it the minute he wants to, without fear of trouble from the other. Others vow they never sign a written contract with an employee because "he can hold you to it even if he isn't worth his salt."

Both beliefs are very far from the truth. A proper contract of employment between an employer and his employee is as binding as any other contract, and no more so. Under it an employee can be discharged just as readily as if there was no contract, provided a proper cause exists. The employee of a financially responsible employer, however, almost always has the best of it when it comes to recovering damages for violation. If an employee on contract is discharged improperly, he can recover his salary for the balance of the term, and the employer must usually pay it, because he has it. But when the employee violates his contract by leaving before his contract has run out, the employer can usually recover nothing—though he has plenty of grounds for a suit—because of the employee's probable financial irresponsibility.

As to the right to discharge an employee whom you have bound to you with a contract, there was an interesting case decided only the other day. The plaintiff had signed a contract to act as buyer of supplies—"general purchasing agent" was his title—for an automobile manufacturer. His salary was \$3,500 per year, and the contract was for one year from March 1st. He lasted until May 17th when he was discharged, his employer said, for incompetency. He went into a little business of his own, but it made nothing, and he finally sued for about ten months' salary. The case was tried and the plaintiff got a verdict of \$1,500. His former employer appealed,

but lost; the appeal court said the lower court was right.

This case made very clear what the law is as to when an employee under contract may be discharged. The employer said the buyer had been generally incompetent, but he laid extraordinary stress on three sins of omission and commission, which he relied on to show that the buyer was not up to his work:

1. He overstocked the company as to certain parts of the automobiles which it made.

2. He neglected to buy other parts, so that the concern had to wait for them in a busy season.

3. He sold to a supply house a thousand spark plugs at a cut price, in spite of an agreement between the manufacturer and his employer that they should not be cut. The employer said the buyer knew all about this agreement, and had violated it with his eyes open.

The court sent the case to a jury and said that if they believed the employer's evidence, he had a perfect right to discharge the buyer, when he did and in the way he did. If they did not believe the employer's evidence—on the contrary, if they believed that the buyer had filled his position with reasonable diligence and competency, then the discharge was wrong and the buyer was entitled to his salary for the balance of the term, less what he had earned outside. Evidently the jury believed the employee rather than the employer. Nevertheless, the court made it perfectly plain in its opinion that if an employee is incompetent, the fact that he is under contract is not an obstacle in the way of his discharge. I reproduce the following from the court's charge:

Did he perform his duties as general purchasing agent in a reasonably proper manner? It was not incumbent upon him to be so perfect as never to have made a mistake, and it would not prevent a recovery upon his part if at some time during this year he may have made some mistake or been guilty of one act of neglect, or something of that kind, whereby some part did not come as soon as it ought to, or was not on hand as it ought to be. In order for you to find that the plaintiff in this case was incompetent, there should have been such evidence submitted to you as would warrant the conclusion upon your part that he was incompetent in such a way as to prevent the ordinary and reasonable construction of automobiles by this company, in accordance with its business and its

(Continued on page 26)

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.

CHINA, GLASS AND POTTERY REVIEW, Founded 1897.

Amalgamated April, 1905.

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No. 4

THE TARIFF
PANACEA.

IT is a regrettable and much to be lamented fact that every new economic proposition which appears on the horizon shall be regarded as a particular panacea for some certain disorder of our national body. Why can't we diagnose our ailments correctly as a premise and then work towards a satisfactory cure as a conclusion rather than becoming obsessed with the results we want to effect and gradiloquently asserting that such and such doctrines or dogmas or principles injected into the body politic, or whatever other body happens to be handy at the moment, will give us these results regardless of what the unwholesome disease be that is gnawing at our vitals. All of which is perhaps hazy until we explain.

The new tariff is an omnipotent panacea, a cure-all that will dissolve our economic difficulties like a fog before the noon-day sun, a serum that will neutralize the virus in our system and promote health, wealth and happiness from now on and for ever more; a specific to make us prosperous and content and a potent implement to extirpate the high-cost-of-living Bugaboo.

Wonderful! Yes, wonderful and marvellous. But seriously, however, it is in this light that nearly half of our poor but honest and law-abiding citizens and business people look upon the new tariff. It is an indefinite boon devised to correct and alleviate *something*, and as unluckily the something which darkened the horizon concomitantly with the tariff was the high-cost-of-living spectre, that naturally was what would

be "corrected and alleviated." The proposition reduced to logical and syllogistic form stands: the tariff will cure something, the high cost of living is to be "cured," the tariff will "cure" the high cost of living. *Quod erat demonstrandum.*

But very unfortunately this *quod erat demonstrandum* is "out of order" and should be replaced by that other mathematical hand-maiden, *reductio ad absurdum*, for without a doubt the conclusion arrived at is an absurdity. In fact, nearly anything else might be proven but this one proposition; the tariff at no time that we can remember was ever instrumental in bringing about the so-called high cost of living (high in proportion to the amount of income earned), and by a simple course of deductive inference it can be determined that the tariff will not "cure" or change anything which it did not occasion or cause originally.

The high cost of living, to dispose of that Bugaboo with a word, is the direct result, outcome and growth of the modern desire for "something better," either in respect to quantity or quality. Our grand-parents were satisfied to wear cotton, while we want silk. "Yes," you remark, "that is all very true, and we admit it, but silks and cottons are *different materials*, and they have remained relatively the same in price all these years. What we want to know is why the *same commodity*, meat, for example, sells for sixty cents a pound to-day when it was only thirty cents yesterday?"

But the tariff has nothing whatever to do with that condition—nothing at all. Here is the reason: Years ago we were satisfied with meat once a day; now we require (must have) it three times a day. The tariff surely didn't bring that requirement about! And with this meat demand naturally has come an advance in price, for it is the law of practical business to charge more for those goods that are in popular favor. Now then, if all of us reverted to the old habit of meat once a day within a week we could buy it for a half less than now—and this entirely without the aid or assistance of any tariff.

The truth is the tariff is merely a relative matter, a condition to which we must adapt the organization of our economic machine; it is like a runner travelling an unknown road; when the road bends or turns the runner turns; when it goes straight, he goes straight; when it dips, he dips; but always he goes on, and no matter what ultimate convolutions the journey may require the runner will reach his destination in time. The tariff may cause friction, it may seem to delay, it may give rise to forebodings, but if business, like the runner, is in a good, sound, healthy condition the journey will be delayed only, not lost.

Our new tariff is not a panacea, it is not a spectre; it can't cure our every ill, neither will it undermine our business health. It is something to regulate, not to curb commerce, and it is only a partisan policy in as far as any one party refuses to accept its provisions.

The New Underwood-Simmons Tariff

HOW ITS PROVISIONS ARE TAKEN BY THE POTTERY AND GLASSWARE TRADES, SOME OF THE ITEMS MOST AFFECTED IN THE SCHEDULE, AND THE NEW REGULATIONS RELATING TO THE IMPORTING OF ALL MERCHANDISE.

BY attaching his signature and adding the words "approved 9:10 p. m. Oct. 3, 1913" President Wilson made a law of the new Underwood-Simmons Tariff bill on that day and date, and it went into effect as an active measure one minute after midnight. This is the first tariff measure that the Democratic Party have placed on the Statute books in nearly twenty years, and the exact workings of its many provisions are at the present time largely a matter of conjecture. There are those who believe it will have little effect, if any, upon business in general, and that as a main factor in lowering the cost of living it will be an utter failure. Many of the domestic manufacturers state that the changes in duties in several instances are so slight as to be immaterial, one way or the other, and the importers are of the opinion that the lowered rates are not off enough to warrant extra effort on their part in getting American trade; both however, admit that considerable inconvenience will be entailed in conforming to the changes and new provisions. On the other hand there are a few domestic lines that will be seriously affected by the new tariff, and among these the American potters are listing their wares. President Marcus Aarons, of the Homer Laughlin China Company, in an interview on the subject says:

"This lowering of the tariff on earthenware is certainly going to knock the spots out of us. The rate we pay our men is a trifle more than 24 cents an hour. The English potters receive about half that rate. The French and German potters receive less than the English, and the Japanese, who are reputed to be making the best table ware in the world, work for what we would call nothing a day, or even less."

In reference to the tariff committee appointed to probe conditions in the pottery field, there is a general impression that their work will be of small avail in altering the duties now that they have become law. Most of the investigators who have been working in the East Liverpool district have returned to Washington, where the data they have procured will be tabulated. When any detailed report will be made, if ever one will be, publicly, no one can say. The following figures quoted from the Underwood-Simmons law and compared with the superceded Payne-Aldrich measure are these which affect most directly the pottery and glassware trades:

SCHEDULE B. Earths, Earthenware and Glassware.

Item	Old Rate	Present Rate
Tiles, plain	4c. sq. ft.	1½c. sq. ft.

Tiles, ornamented.....	8 to 10c. sq. ft. & 25%	5c. sq. ft.
Clay, unmanufactured	\$1 ton	50c. ton
Clay, manufactured	\$2 ton	\$1 ton
China clay	\$2.50 ton	\$1.25 ton
Fluorspar	\$3 ton	\$1.50 ton
Earthenware—		
Common yellow and brown.....	24.67%	15%
Decorated yellow and brown.....	40%	20%
Rockingham	40%	30%
China, porcelain, etc., not painted.....	55%	35% or 50%
China, porcelain, etc., painted.....	60%	40% or 55%
Earth and mineral wares not decorated	35%	20%
Same when decorated.....	45%	25%
Goblets or other glass stemware.....	60%	30%
Glass manufactures	45%	30%

A number of very important provisions regarding the administrative features of the new Underwood bill have been outlined by its framers and as these differ materially from the provisions of the old bill it is of material importance that all importers acquaint themselves with their context.

Under the new legal regulations all merchandise imported into the United States is held to be the property of the person to whom it is consigned or who holds the bill of lading.

Invoices shall be made out in the currency of the country where the merchandise is made or purchased, or agreed to be purchased, and shall contain a description of the merchandise. It is required that a statement shall be made in the invoice of the purchase price agreed upon, and that transactions that are actual purchases and sales shall be entered as such. Invoices shall have entered thereon a statement signed by the purchaser or owner setting forth that the invoice is correct. If it is a bill of sale the price agreed upon shall be stated. When obtained in any other manner than by purchase the wholesale price in the markets of the country of export shall be stated. This paragraph follows, in large measure, provision of Section 3 of the Payne Law, except for the insertion of the words "or when purchases are made in several places in the Consular district where the merchandise is assembled for shipment," and makes changes with reference to agreements to purchase.

The conferees rewrote a provision in this section. It provides that when merchandise arrives in the United States and remains the property of the shipper or consignor, the acceptance of a fraudulent or false invoice thereof by the consignee or his agent or the existence of any other facts constituting an attempted fraud shall be deemed an attempt to enter such merchandise, notwithstanding no actual entry has been made or offered.

(Continued on next page)

POTTERY AND GLASS

Sub-section 4 of Section 28 of the Payne law is re-enacted. It requires all imports to be accompanied by an invoice under oath. The invoice must state the cost of the merchandise or the market value.

Whenever merchandise is imported into the United States a declaration shall be filed with the Collector of the Port.

Criminal and civil liability for making false statements in regard to an invoice are separated in the administrative sections of the new Tariff act. This is a change from the Payne law.

The new law changes the provision of the Payne law that the invoice shall be sworn to before a notary public designated by the Secretary of the Treasury. Hereafter the invoice may be sworn to before any notary public. Should the notary be guilty of attesting a statement without the personal appearance of the importer, the Treasury Department, according to the framers of the law, could go before the State official appointing the notary and have his certificate revoked.

To meet what the framers of the law claim is a usual practice where the importer has a person totally ignorant of the facts surrounding importations or the value of merchandise to take the invoice and make the entry, the Act provides that its criminal provisions shall be applicable to any person who shall introduce or attempt to introduce into the commerce of the United States imported merchandise by means of fraudulent invoice or make any false statements in the declarations without reasonable cause to believe the truth of such statement. Under this provision the Treasury can compel the entry to be made by some one having knowledge of the real purchase price or circumstances of the entry.

Provision is made that where only one seeks to introduce merchandise into commerce by the use of fraudulent or false invoices or deprives the United States of lawful duties, such merchandise or its value shall be forfeited.

In cases of undervaluation there is to be levied an additional duty of 1 per cent of the total appraised value for each 1 per cent, that such appraised value exceeds the value declared in the entry. If the appraised value exceeds the entered value by more than 75 per cent., such entry shall be held to be presumptively fraudulent and the merchandise may be seized.

Another provision is intended to give the importer a proper length of time after he has made entry to correct errors but the privilege is not to be granted to such an extent as to permit the importers to be tipped off by appraising officers as to the values to be set upon their merchandise.

The new law re-enacts sub-section 8 of Section 28 of the present law providing that where merchandise has been consigned for sale or on account of a manufacturer to an agent or partner in this country, there

shall be a statement, in addition to the invoice, containing a declaration of the cost of production of such merchandise. Where such merchandise is sent for account, a statement shall be made setting forth the details of the purchase of the merchandise.

Sub-section 10 of Section 28 of the Payne law is re-enacted. It provides that it shall be the duty of the Appraiser to ascertain the actual market value and wholesale price of the merchandise at the time of the exportation to the United States, in the principal markets of the country whence the same has been imported.

BUSINESS AXIOMS

A good listener is better than a good speaker.

Better be alive and poor than rich and dead.

Many go out for wool and come back home shorn.

A vigorous initiative and strong self-faith make up the man of power.

Never have your wishbone where your backbone ought to be.

Most of us have trusted to luck so often that there ought to be a good deal owing to us.

Advertise in busy time, because the iron must be struck while it is hot, and advertise in dull times to heat the iron.

Don't let lack of experience frighten you out of attempting new plans. If you never make any experiments you may never make any mistakes, but you will never make any successes either.

Opportunity has no time to waste on the unready. When the train of success starts, Conductor Opportunity hollers: "All aboard!" He will not wait for you to pack up. Prepare beforehand so that when the "All aboard!" sounds you can get a front seat.

The man who is all for himself is also for a pretty small man.

Any man can get mad and quit his job, but it takes the right kind of a man to get mad and stick to it and do better.

If you have not discounted your bills during the past year it will pay you to figure up what the discounts would have amounted to if you had taken them.



Business and Personal Items About Prominent People in the Different Branches of the Trade

FREDERICK SKELTON, the New York selling agent, has taken the line of the Athens Glass Company, Morgantown, W. Va., a new concern, organized to succeed the Crystal Glass Company.

A. F. Alleman has engaged to cover the middle west and west to the Pacific Coast for Louis Wolf & Company, New York. He formerly covered similar territory for Morimura Bros.

Thomas Davison, Jr., recently severed his connections as superintendent of the Minerva pottery, to accept a similar position with the Sevres pottery, Sebring, Ohio.

Alfred G. Moment has been entertaining Mr. and Mrs. Charles Jauhauneaud, of Limoges, France, who came to America on a visit the latter part of September. Mr. Jauhauneaud is connected with the La Porcelaine Limousine (M. Redon) Limoges, for whom Mr. Moment is the American representative.

George F. Bassett & Co., New York, have engaged F. H. McCracken to cover the states of Illinois, Missouri, Kansas, Arkansas and Oklahoma, a territory he is familiar with.

C. W. Brooks, European buyer for the Burley & Tyrrell Company, Chicago, Ill., was a passenger aboard s. s. *Lusitania*, arriving in New York late in September.

C. L. Gray has taken up his duties as general manager of the Colonial Pottery, East Liverpool. He was formerly general manager for the two plants of the Pennsylvania China Company, at Ford City and Kittanning, Pa.

Both the New York and Philadelphia china and glassware departments of John Wanamaker are now under the direct supervision of John Hawthorne, the New York buyer. Previous to Robert Glenn's connec-

tion with the Philadelphia department this method of buying prevailed.

Ed. Torlotting has returned from his annual trip to the St. Louis Crystal Glass Company, of which he is the sole American representative, and reports great activity among the European glass manufacturers.

Ferdinand Schmid, who has been abroad some time in the interests of the Regnier & Shoup Crockery Company, St. Joseph, Mo., returned home aboard the s. s. *Lusitania* early in the month after a very successful purchasing trip.

Fred. Langfelder, foreign buyer for Louis Wolf & Co., New York, returned to this country aboard the s. s. *Kaiserin Auguste Victoria* the latter part of September from his initial trip to the European markets.

C. M. Buchanan, of Pittsburgh, Pa., was recently elected secretary-treasurer of the H. R. Wylie China Company, of Huntington, W. Va., by the board of directors.

Charles H. Clark, son of N. L. Clark, china and glass buyer for D. H. Holmes Company, New Orleans, La., has engaged with R. H. Macy & Co., New York. Mr. Clark formerly bought the housefurnishings for the D. H. Holmes Company.

Joseph G. Goldsmith, formerly with The Cohen Company, Richmond, Va., is now selling household specialties for P. N. Friedlaender, New York, traveling west to Chicago.

Richard Wright formerly under W. Benedikt, buyer of china and glass for L. Bamberger & Co., Newark, N. J. has engaged with the D. H. Holmes Company, New Orleans, La. He will buy the house furnishings in his new connection.

(Continued on following page)

Herman C. Kupper, the New York importer, is expected to return from an extended visit to the European potteries he represents in this country on or about Saturday, Nov. 1.

Frederick Skelton was a visitor at the works of the Beaver Valley Glass Company, Rochester, Pa., and also at the factory of the Jefferson Glass Company, Follansbee, W. Va., early in the month.

L. D. BLOCK & CO. LEASE UPTOWN BUILDING

ALTHOUGH it had been rumored about the district for some time, it was not until last week that the announcement was made that the large china importing firm of L. D. Block & Co. would soon join the uptown china and glass district. The firm has been located in the heart of the old downtown district, at 44 West Broadway, for the past twenty-five years, occupying the entire building with their immense stocks of china, bric-a-brac, lamps and shades. Some time before the first of the year, a definite announcement of which will be made later, they will locate in the former Scribner Building, a modern six-story building, at 153 to 157 Fifth avenue, near Twenty-second street. The lease is for a term of ten years. The premises are owned and until recently occupied by Charles Scribner's Sons, and have been held at \$20,000 a year. It is expected that a number of other downtown houses will shortly announce the leasing of uptown quarters.

NOTES OF INTEREST

It is reported from trustworthy sources that on July 1, 1914, the Vopelius glass works at Schnappach will become the property of the Bavarian Government. It has been ascertained that these works are situated above an extensive deposit of coal, the working of which will extend the life of the pits in the locality for a number of years. The workings have already been the cause of extensive damage to house property through surface subsidences, and, since the State has to make good such damage, it is believed that the purchase of the glass works is for the purpose of avoiding the risk of having to pay a heavy indemnity to the present owners, who will in future lease the works and carry on the business at their own risk.

* * *

There is a good opening in Egypt for low-priced earthenware. In Alexandria many Arab merchants carry on a trade in these articles, but it is considered preferable to appoint a responsible agent rather than do business direct, states an exchange. The articles most in request are table services, basins with or without lids, egg-cups, jugs, etc. Plain white ware, as well as colored goods decorated with flowers or vivid designs, it stated to be suitable for the Egyptian market. In Cairo porcelain goods for the European population are in considerable request, but earthenware for native

use is in even greater demand. Especially noteworthy in the latter category are the round rice bowls, either with or without feet; they are somewhat crudely decorated. Formerly they were imported decorated with showy patterns, but at present the preference is for white goods with gold borders. Next in order come jars with lids, the most popular being those ornamented with gold flowers. So-called Turkish cups on little trays find a ready sale, as do Turkish glasses with a stem.

OBITUARY

BENJAMIN ALTMAN.

BENJAMIN ALTMAN, president of the department store firm of B. Altman & Co., New York, and the owner of one of the finest collections of porcelains in existence, died at his home in New York City, Tuesday, Oct. 7. Mr. Altman was seventy-three years old and although an ill man for some little time past continued to direct his business affairs until a few weeks ago.

He was born in New York City, July 12, 1840, and entered business with his father, who founded the present house of B. Altman & Co. in 1854. The business was then conducted in a small Third avenue shop, and at the death of the elder Mr. Altman became known as Altman Bros. Morris Altman, a brother, however, died many years ago. As the business grew it was moved to larger quarters at Sixth avenue and Eighteenth street, eventually taking in the block frontage and extending west toward Seventh avenue. The store remained there for thirty years, Mr. Altman erecting the handsome building at Thirty-fourth street and Fifth avenue in 1906.

Mr. Altman was an unrivaled judge of fine porcelains as well as a collector of art objects and paintings. He was probably the most fastidious collector who ever lived, being satisfied with nothing less than perfection. He would sacrifice some specimen, however great its value, if he could replace it by a finer one. This process he repeated over and over until he had collected for their extent, what is probably the finest collection of paintings, porcelains, enamels, textiles and rock crystals in existence.

The deceased merchant was a bachelor and is survived by two nieces and two nephews. It is estimated that his estate will be little, if any, short of \$45,000,000, the collections of paintings and porcelains alone being estimated worth \$15,000,000. One of his latest business arrangements was the incorporation of the Altman Foundation, the purposes of which are to receive and administer funds and to promote social, physical and economic welfare of the employees of B. Altman & Co. This also includes a profit sharing plan and provides that the funds may be used for charitable and educational institutions.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

B. TOMBY is showing an almost endless assortment of new samples of Rheinhold Schlegelmilch china just received and placed on display at his Fifth Avenue salesrooms. Mr. Tomby has been fortunate this season in securing so many new treatments, especially to a line which last year created much favorable comment on the exquisiteness of its decorations and shapes, the floral treatments in particular being remarkable reproductions of still life. This year's offerings contain an entirely new showing of fancy ware in new floral and conventional treatments, many of which, as in the past, are a beautiful combination of delicate colorings and gold. While a good strong representative line of samples are now on display, it will probably be around the middle of December before the complete lines of both fancy and dinnerware are shown.

* * *

A. P. Doctor has received word from the Central Glass Works, Wheeling, W. Va., that they have advanced their needle etched tumblers from 42 to 45 cents on six special patterns. All other patterns are advanced to 60 cents. White enameled decorations are advanced from 33 to 40 cents and plain table tumblers from 29 cents to 36 cents. This advance is in line with the general raise in glassware

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

prices throughout the trade, and which has been expected for some little time.

* * *

The Electrolytic Art Metal Company, whose glass tableware lines are carried in all the large china and glass departments and shops have adopted the open stock selling plan for merchandising their cut glass tableware, silver deposit cut and plain tableware; a method that will surely appeal to all progressive dealers. The buying public, especially those who have some broken pieces and have tried unsuccessfully to replace them, will appreciate the new plan. The three



A handsome iced tea set, six glasses and jug, with needle etched decoration and cut handles. Made by the Beaver Valley Glass Company and shown in the New York Market by Frederick Skelton.

POTTERY AND GLASS

lines of this concern can now be bought in five different open stock designs and each design is offered in over fifty different pieces. Dealers interested in this method of manufacturing and selling table glassware



Cut jug in the new floral design. One of the open-stock patterns of the Electrolytic Art Metal Co.

can get further information of the "Eamco" way through the medium of catalogues, samples and price lists which the company will gladly send to all interested enough to write them.

* * *

Out of the ordinary ware, the kind of merchandise that is especially welcome to the dealer whose customers want something that is different and yet inexpensive is to be found in abundance throughout the showrooms of E. R. Thieler. This pertains, in particular, to the line of "Dresden" serving-trays, tiles and coasters with metal mountings from the widely known factory of Villeroy & Boch, at Dresden. This line of trays, etc., can be had in all manner of shapes and decorations, the porcelain centres are highly glazed and carry conventional and beautiful floral designs in soft toned colorings. All frames are of solid brass and can be had in the natural brass or nickel finish. Two delightful little booklets, describing and illustrating both the Mettlach ware lamp bodies with hand-painted shades, and the tray and coaster line, have just been prepared and will be sent to all dealers upon request.

Visitors at the showrooms of J. H. Venon during the past week have been particularly interested in the display of Krautheim china, an unexcelled grade of Bavarian ware. The decorations cover an extremely wide range and are above the average for German goods. In addition to this line Mr. Venon is showing a wonderful collection of French china from the works of Ch. Martin & Cie, Limoges; Gustafsberg (Swedish) china, and the celebrated line of Reijmire glassware. The Martin factory have brought out a line that is a distinct departure from anything heretofore shown in French ware, but only after three years of untiring experimenting was "Pate Tendre Martin" possible. The trade will welcome its appearance on the market, for there has been an increasing demand of late for a high grade French china that will carry the beautiful colors and raised paste decorations used on Sevres pate tendre of the eighteenth century.

* * *

E. B. Dickinson is now showing the Jesse Dean line of decorated dinner and fancy ware; American decorations on the celebrated G. D. A. porcelain. The decorations are exquisitely executed on the "Vienne" shape, the most popular being the "Monarch," "Reliance" and "Empress." Incrusted coin gold work from the narrowest bands to full width borders, as well as some pieces entirely covered. Eight patterns are carried in stock for immediate shipment.

* * *

Paul Joseph has received a number of pleasing Colonial pieces, augmenting the tableware line of Duncan & Miller, the largest of which is a banquet lamp designed on graceful Colonial lines; the other pieces consist of plain diamond shaped trays, candlesticks with diamond shaped foot, optic effect tankard and eight and twelve ounce syrups with special sanitary metal tops.

* * *

The Brush McCoy Pottery have brought out a number of additions to their line of vases and candlesticks in what they call "Cleo" art ware. The samples of the new goods were recently placed on display at the showrooms of Cox & Lafferty, their local representatives, and consist of a cream colored body, decorated in strong designs on various shaped pieces.

FIRE SWEEPS LOS ANGELES WAREHOUSE

A DISASTROUS blaze totally destroyed one of the large warehouses of Barker Bros., Inc., one of Los Angeles' largest department store companies, late in September, causing a loss of approximately \$150,000. For a time the report was spread that the store itself had been destroyed. The burned building was used for the delivery system and storage. The building and stock, which were fully insured, fortunately did not interfere with the retailing of china, glassware and housefurnishings, which are supplied by other storehouses.

Lamps, Lighting Fixtures, Shades and Art Metal

LAMP TRADE OF BOMBAY STEADILY INCREASING

THE sale of lamps is steadily increasing, due to a larger and more widespread distribution of Kerosene throughout Southern India, reports Consul E. J. Norton, Bombay. Most of the high-grade lamps sold in Bombay are of British manufacture, and to meet a demand that extends practically throughout India these are supplied with wind-proof or punkah-proof burners and globes. A few high-quality American lamps are occasionally seen, but competition in the better grades has evidently not been very keen. One style of American lamp that all the principal hardware dealers in Bombay are handling is a mechan-



The "Alpha" design, five light electrolier, standing twenty-seven inches high and having a spread of twenty-two inches—one of the rich cut glass specialties of the J. D. Bergen Company.

ical table lamp which operates with a clockwork fan and requires no chimney.

The movement of trade is strongest in the cheaper

grades of ordinary japanned metal hand and wall lamps, sales in the latter type being about equally divided between reflector lamps and the plain metal-back article. Hanging lamps are largely used by native families and bazaar shops. American-made tubular lanterns have won a market here, and no other make competes with them in volume of sales. A number of types of British lanterns are imported, but in the opinion of the trade they are not so well made as the American article. A New York salesman who visited Bombay last month secured orders for 1,000 cases of tubular lanterns in cheap and medium-priced grades, and 1,080 cases have been landed by the last direct vessel arrived from New York.

* * *

IN selecting the lamp department stock it is well for the dealer to carefully consider the fact that the lighting arrangements are extremely important items in the successful furnishing of the home. Whether the shade be fabric or glass he must pay particular attention to its light giving qualities; some customers will demand the glaring, while others will want the soft and restful subdued light. In going over the stock of the Straus-Hohenstein Company, New York, one is fascinated with the wide range of lighting goods shown, this being particularly true with their line of fabric shades on wood, porcelain or metal standards. The vase lamp, which has gained such widespread popularity and is suited for use in almost every room in the house is shown in many pleasing styles, in fact, there is no room in the house, the lighting of which your customer may be particularly anxious about, that cannot be properly and artistically



Beautiful hand carved floor lamp with dainty silk shade from the Straus-Hohenstein Co.'s new line.

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lighted from their large assortment. Should the dealer desire silk shades in any period or special design, their workshop facilities enable them to meet the demand in the shortest possible time. The Straus-Hohenstein Company invite an inspection of their new fall line which can be seen either at their West Twentieth Street, New York, headquarters, or at the Los Angeles office, 347 Pacific Electric Building, in charge of H. T. Mitchell.

* * *

Quite a few new numbers have been added to the new fall line of electric indirect and semi-direct lighting fixtures and portables brought out by J. Morgan



A new design shown by J. Morgan & Sons.

& Sons, New York, the originators of modern stained glass. The vogue for semi-direct ceiling lights has enabled this firm to design and execute some remarkably fine combinations in their patented fired glass process and hammered brass fixtures, in Flemish or dark antique brass finishes. Modern stained glass is an invention of this concern and as the colors are fired in the glass by their special process they become part of the glass and cannot in any manner be removed. The conventional and floral designs used are beautifully colored and are worked out on a pure white ground, the whole diffusing that soft evenly distributed light so essential in the successful light of the home. They have just issued a special folder showing their line in half-tone illustrations that should be in the hands of every buyer interested in lamps or lighting fixtures.

* * *

The Pittsburgh Lamp, Brass and Glass Company have added two new finishes and eight decorations to their line of Bungalow portables. These lamps were previously to be had in brush brass finish only, but now are shown in verde, giving a delightful antique appearance, and Jap bronze. The decorations are in line with the other highly artistic patterns heretofore shown.

The New York office reports that they have done a remarkably fine business in this design of portable and, best of all, the retail trade is disposing of them just as fast as received.

E. B. Dickinson has received a number of new electric portables from the Liberty Works that are extremely attractive. One in particular is a tall bronze finished in green and gold with a beautifully gold toned silk shade. The shade carries printed insert panels. The line is rich in design and color and can be had in any of the popular finishes, with silk or glass shades to match.

GEORGIA OFFERS OPPORTUNITIES TO POTTERY TRADE

THAT Georgia may some day become a china and porcelain manufacturing centre is not at all improbable, basing opinion upon the recent reports of the State geologist as to the clays to be found there and the tests made at one of the Ohio factories. Dr. McCallie, the State geologist, has shown that a good grade of chinaware can be made from the kaolin, feldspar and mica found within the neighborhood of Macon and that its accessibility is unquestioned. Kaolin, ball clay, flint, and feldspar are found throughout the Piedmont region of Georgia, as well as beds of quartzite.

As yet, no Georgia clays have been placed on the market as ball clays, but it is said that some of the plastic kaolins of the Fall line have all the properties of this grade except that they have higher vitrification points. They have a high strength and bonding power and burn nearly white and to a dense body.

Dr. McCallie recently visited the clay mining region of Twiggs County and procured samples of clay to be tested by the Sebring China Company, of Sebring, Ohio, for the purpose of ascertaining the practicability of using them in the manufacture of a good grade of china. A full report has not as yet been received from the pottery but H. J. McMaster, of the Sebring Pottery, has advised the geologist that in the tests made so far the results have been surprising and unless some unforeseen physical defect develops later he will be able to turn out some china that Georgia may be proud of. The ware, Mr. McMaster states, will be a superior grade to the East Liverpool wares made of Georgia clays, and now exhibited at the State Museum. E. Bvardman, a technical expert with the Sebring China Company, commenting upon these tests says, "The samples of Georgia clay which we tested in the manufacture of vitreous china show your clay to have all the essential qualifications for such a manufacture. Plasticity, hardness, translucency, and correct fractures all show it to be a splendid clay for this purpose, and if used with intelligence should produce grand results."



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



CANADA LEADS UNITED STATES IN BRITISH POTTERY IMPORTS

THE trade of the Staffordshire potteries during 1912, taking into consideration labor troubles, was satisfactory, declares Consul Robert S. S. Bergh, from Burslem. The coal strike during March and the first part of April practically paralyzed the pottery and other industries. About 50,000 pottery operatives and 29,000 miners and laborers were affected. The exports of earthenware, china, and glass to all countries decreased in value \$60,568 for March and \$364,077 for April, compared with the corresponding months in 1911. The declared exports of earthenware, china and glass from this district to the United States declined in value in March \$78,379 and April \$54,470 below the corresponding periods in 1911.

When the potteries were reopened, trade in all branches showed a remarkable recovery, and the business done during the year constitutes a record. In July a pronounced improvement set in, particularly in colonial and foreign markets. Manufacturers having large foreign and colonial connections had more orders than they could fill. Factories were running at their full capacity, and orders for delivery under several months could not be accepted. The home market was slower recovering, however, but in the autumn dealers who had allowed their stocks to run low were compelled to purchase, and the trade increased to the end of the year.

The total value of the exports of earthenware, which form the greater portion of the trade, for the first 11 months of 1912 was \$8,223,966, compared with \$8,149,086 for the same period of the previous year.

One of the most remarkable features of the year 1912 was the great increase of trade with Canada, which for the first time in the history of the Staffordshire potteries exceeded the export trade to the United States in earthenware, china and glass. The total shipments of these commodities, according to the English Board of Trade returns, to Canada during 1912 amounted to \$2,279,775, compared with \$1,946,303 exported to the United States.

The declared exports of earthenware to the Philip-

pine Islands during 1912 declined \$5,785 in value compared with 1911, and to the Hawaiian Islands \$204.

The falling off in the declared exports of earthenware and china to the United States during 1912 is ascribed by the manufacturers to the coal strike and the fact that American manufacturers supplied the market with cheap grades and that importers were keeping down stocks with a probability of a tariff reduction.

* * *

THE commerce of many of the Elbe river cities (Germany) in china, was satisfactory to the manufacturers, and improvements to the plants have been made in a number of instances.

The Royal Porcelain Manufactory in Meissen enlarged its plant and increased the number of employes last year. The exports to the United States, which have fallen off in recent years, show no signs of increasing. The factories in Potschappel and Freiberg, however, are satisfied with their American business, but complain of a falling off in the exports to Great Britain. These plants were also enlarged, but, on account of the strong competition, could not raise their prices.

Most of the manufacturers of table glass in this district were fully occupied until April, when the uncertainty as to whether the agreement of the Association of Saxon Glass Manufacturers, which was to expire August 1, 1912, would be renewed, caused the customers to hold their orders back, in expectation of a fall in prices. The syndicate was not renewed, but prices were not reduced and business was good.

* * *

Deposits of kaolin have been discovered in various districts in the State of Rio Grande do Sul, Brazil. Samples of this clay have been sent to Limoges, France, where they have been analyzed and tested, with such excellent results that this kaolin is considered equal to the Japanese now imported by Limoges factories. In view of the success of these experiments, a company is being organized, with French capital, to build a porcelain factory in the State of Rio Grande do Sul.

Pressed Glass an American Invention

THE most brilliant effect is produced on glass by cutting, but molding or pressing is much cheaper, and this branch of the art has now reached a high state of excellence. "Glass formed by pressing in molds, known distinctively as pressed glass, is peculiarly an English industry, states the "Encyclopedia Britannica" in its article on glass. Although molded glass has existed from early Roman times, it is only within the present century that the modern industry has been developed and the trade of late years has assumed important dimensions.

The writer in the "Encyclopedia" is quite right—with one most important exception. Pressed glass is by no means a distinctively English industry; on the other hand it was invented in the United States, and was manufactured in this country seven years before it was introduced into England by its American inventors. The invention of pressed glassware is to be attributed to a carpenter who knew nothing whatever about the glass business. In 1827 there existed a little glass making plant in Sandwich, Mass. A local carpenter got the idea that molten glass could be pressed into any desired shape. Experienced glass makers regarded the idea as absurd, but it was tried, and successfully. It was not until 1834 that the manufacture of pressed glass by means of metallic molds, in imitation of cut glass, was introduced into England by Messrs. Richardson, of Strowbridge. This is not the only instance in which contributors to the "Britannica" appear to have been carried away by excess of British patriotism.

Prior to the invention of the process for pressing glassware, it had always been blown either off hand, or in a mold, which required greater skill and more time than the pressing operation. From its invention down to 1864 pressed glass was almost always made of flint glass, the ingredients of which were: The best of sand, pearl ash, refined saltpetre and oxide of lead. This composition made a very good crystal glass, and inferior qualities were made of what was then known as German flint or lime glass, which was made from soda ash, lime, nitrate of soda and sand. Such glass, apt to crack and poor in appearance, was used principally in common tumblers and some lamp chimneys. Lime glass was so inferior in purity and lustre that it could not compete with the more expensive kind; that is, flint glass—or, as it is sometimes called, lead glass. Thirty-seven years after the first glass was constructed, another and most important discovery was made which completely revolutionized the pressed glass industry. William Leighton, Sr., of a glass manufacturing firm of Wheeling, W. Va., made a series of experiments in the substitution of bicarbonate of soda for soda ash, and with a better proportion of the materials in the batch; that is, with

pure sand, lime and nitrate of soda. He succeeded in producing a very clear, brilliant glass at a cost for the batch of not more than one-third that of lead glass or flint glass. Other improvements rapidly followed, notably in machinery of various sorts for increasing the speed of production.

The characteristics of pressed glassware manufactured in the United States are purity of color, excellence of design and finish, and cheapness of cost.

The molds in which pressed glassware are now made are of bronze or iron, with great accuracy of surface, and the articles themselves are finished by fire polishing—a process also of American invention, that involves reheating sufficient to melt the thin superficial stratum of the glass so that the roughness incidental to molding is removed, and a smooth and more brilliant effect produced.

In this connection it may be noted that other very important inventions in the glass manufacturing business are also to be credited to Americans. The sand blast—a method of engraving figures on glass or metal or cutting away or boring holes by a rapid stream of sharp sand, was invented by B. C. Tilghman.

Law for the Buyer and Seller

(Continued from page 15)

plan. It was the duty of the plaintiff to be advised of about how many automobiles it was intended to construct, and what the means were at hand for the construction of them, and for the ordering in sufficient time, and the purchasing of the material necessary for the construction, if he had full power so to do, and it was understood that this was absolutely, or substantially absolutely, in his control, and that he was held responsible for the same, and if that were the case, and he did not do it, so that there was substantial delay (not just a delay for a day or so, but substantial delay), which interfered with the general business of the company, then we say to you that he is not entitled to recover, because then the defendant company had the right to discharge him. But if he discharged the duties of his position in a reasonable way, in a proper way, and according to the instructions that were given to him, and in accordance with the manner of conducting the business as he understood it, and as he was given to understand it, and he was not guilty of disloyalty or bad faith, then we say he is entitled to recover.

There was the item of the spark plugs. These spark plugs were bought of some concern that had a patent upon them, and they were sold under a restriction of price; that is to say, that they were not to be retailed under a certain price, and, as the defendant company agreed to that, and the charge is made that the plaintiff sold, without authority and acquainted with this restriction, 1,000 of these spark plugs to the Auto Accessory Co. at a price which was very much lower than the price which had been fixed by the company which sold them to the defendant company. With reference to that we charge you, that if the plaintiff had been instructed by the defendant company (either by the president or some one else in authority), with relation to those spark plugs, and forbidden to sell the same, and notwithstanding that prohibition or that order not to sell, he, in violation of it, sold at a price less than that to which the company was restricted, that that was such an act as would entitle the defendant company to discharge the plaintiff.

The legal principle that allows an employer to discharge an employee with whom he is under contract for a term which has not yet expired is this: Every man who contracts to sell his services is held to imply,

even though he does not expressly say so, that his services are competent. If he engages as a purchasing agent, he practically warrants—even though the contract is silent as to his ability—that he understands the duties of a purchasing agent, and can and will perform them with reasonable, average competency. The same is true if the contract is for salesman, accountant, mechanic or what not. If it develops that he is not competent, or, if competent, that he is lazy and neglectful, that he has broken his implied warranty of competency and the contract is at an end the minute the other party to it wishes to consider it so.

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BEAUTIFUL CERAMICS EXHIBITED AT GHENT

B RITISH ceramics were well represented in the English palace—both in the Arts and Crafts section and in the special court allotted to them at the great Ghent, Belgium, Exposition. Bernard Moore, who, as a member of the jury is *hors concours*, showed in both sections, and contributed some very fine red, and some effects of red and smoke which are almost perfect. His gold *flambé* was also both beautiful and interesting, but his painted ware fell short through lack of skill on the part of the decorators, states an English critic. The Pilkington Tile and Pottery Company, who were awarded a Grand Prix, sent several cases of pots. The one devoted entirely to painted lustre in blues and greenish blues was particularly satisfactory. A large painted lustre vase which crowned one of the other cases and varies in tone from yellow to orange and from peach-blow to purple is a wonderful piece of color. But perhaps the finest and certainly the newest effects shown by this firm are in the Arts and Crafts section, where some pots in which the pattern is more or less blurred in effect, and which have in consequence the added attraction of a certain amount of mystery, were shown. Among other interesting ceramics exhibited Messrs. Doulton's show of crystalline glazes, some of them in very delicate colors, G. L. Ashworth's lustres and effects in broken glazes, and some characteristic exhibits from the Aller Vale Company and Sir Edmund Elton. In the Arts and Crafts section some examples of De Morgan claim attention, though they strike one nowadays as being a trifle thin in color; there is also a case of Ruskin ware and some specimens of Mrs. Phoebe Stabler's charming little figures, which, however, always look rather better unglazed.

France is represented by an important show from Sèvres, including two enormous and delicately colored crystalline vases, and a large portico in *grès céramique*, a *tour de force* of manufacture, but hardly a thing of beauty. In another part of the exhibition the same firm occupied an enclosure fenced in with metal railings, in which are inserted with very good effect curved plaques of crystalline glazes. The cases within the

railings contained among other things some very delicate examples of *pâte sur pâte*. In the Decorative Art section Auguste Delaherche showed some interesting specimens of *grès au grand feu*, Emile Lenoble some fine *grès*, in which the pattern appeared to be cut in relief, and M. and Mme. Massard some pots of turquoise and dark blue whose richness reminds one of old Egyptian color. The other countries contributed less liberally. The Royal Copenhagen Pottery Company sent a large exhibit of their porcelain, including some very daring pieces of crystalline color, and a good selection of their brightly decorated faience. The most interesting work from Italy is the rather experimental lustre of Chini. Maes of Ghent exhibited some *grès* and also some wall-tiling, which is pleasantly cool in color. Holland sent a few exhibits, but her best known makers were not represented.

PERTINENT PARAGRAPHS FOR THE RETAILER

For a merchant to belittle his business because it is small, or for a salesman to belittle his work because he is selling to small buyers is a sign of a little mind.

Because it is necessary for you to spend a certain time in waiting for somebody or something, it does not follow that that time need be spent in idleness.

If you hope to have a friend to whom you can go for help in an emergency, see that you be that friend to some others. You cannot reap what you have never sown.

It is better to have many harmless fads than to have one bad habit.

You can sell goods by misrepresentation, but you cannot develop business in that way.

People do not associate loud voices or slangy talk with the high-class store or with high-class salespeople.

Almost any business man can increase his foresight a hundred per cent. by stopping to think before he acts.

If you are doing your work no better today than you did it yesterday or last week, you are in a rut. Get out!

As a man with something to sell it is up to you to be polite to every possible buyer. The obligation rests with you.

It is not all of salesmanship to sell goods. An important part is treating people properly and sending them away happy.

The more questions a man asks about his business, the more information he will get. Don't be afraid to ask questions.

The man who reads his trade paper carefully from cover to cover will not be troubled with sluggish liver or a torpid business.

The fact that your store is never dirty may not attract any attention, but you may be sure that a reverse condition would do so.

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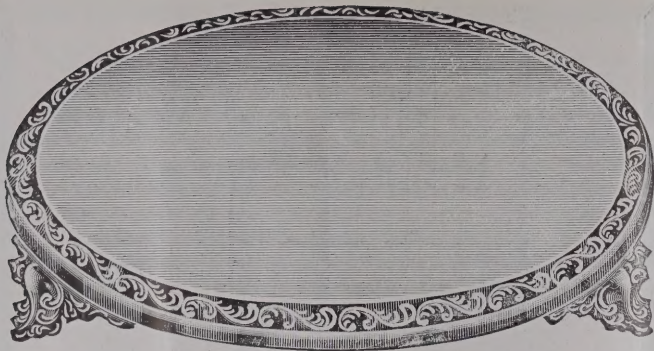
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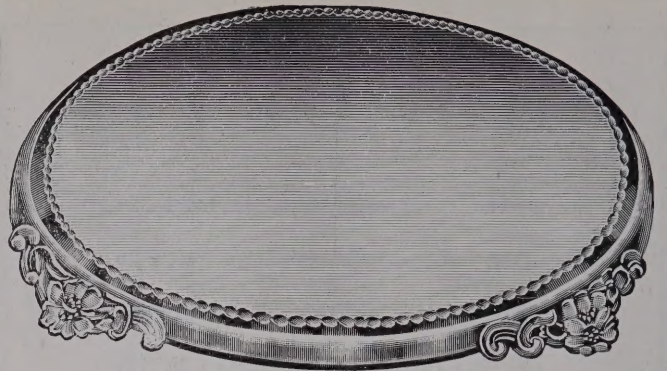
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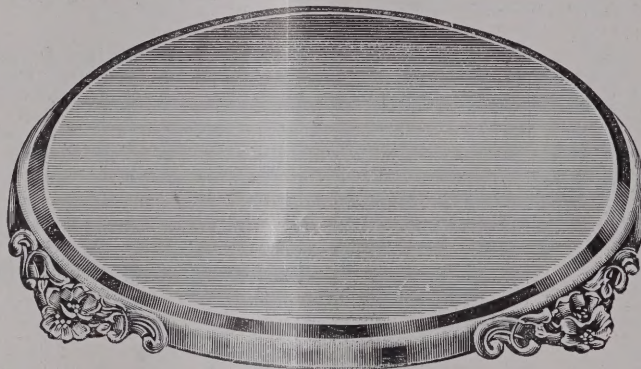
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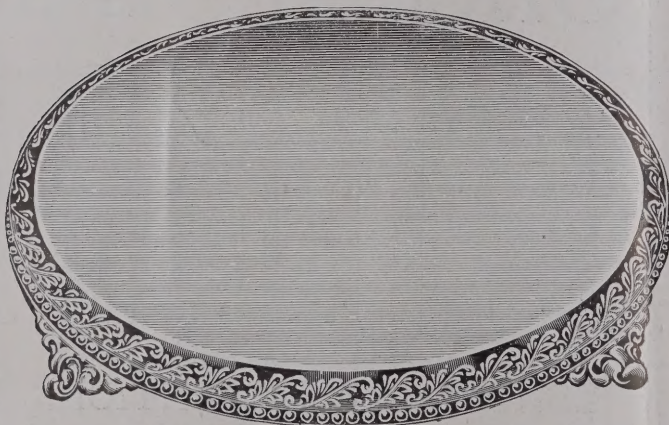
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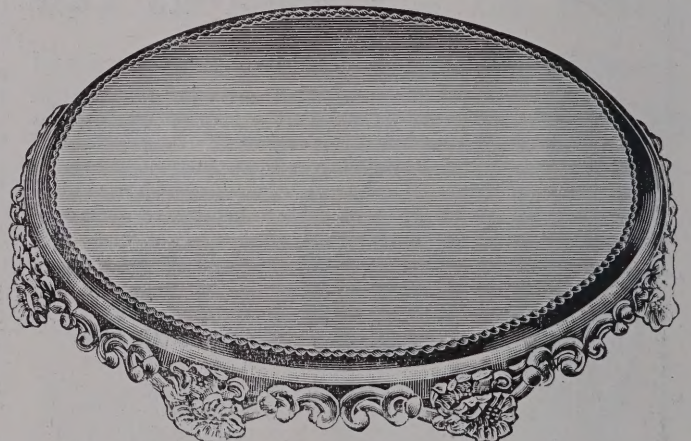


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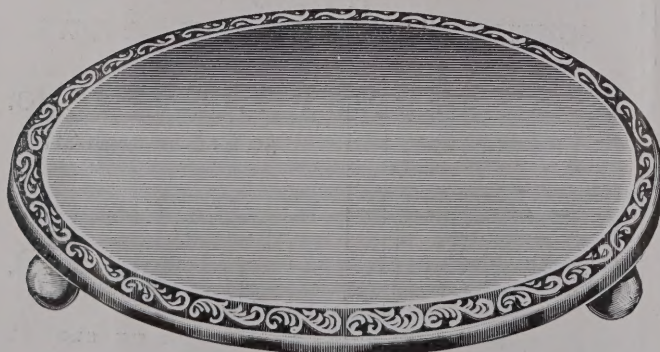
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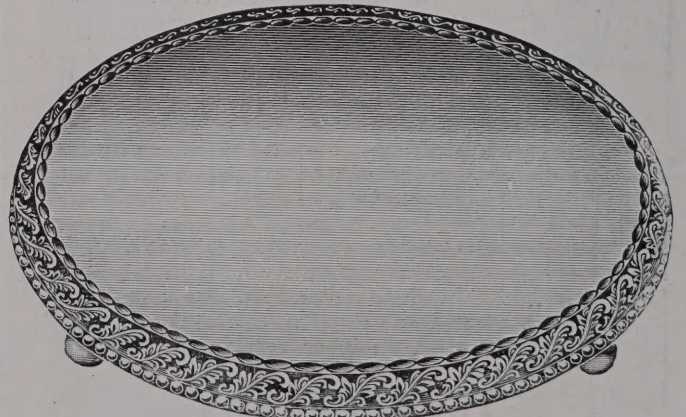
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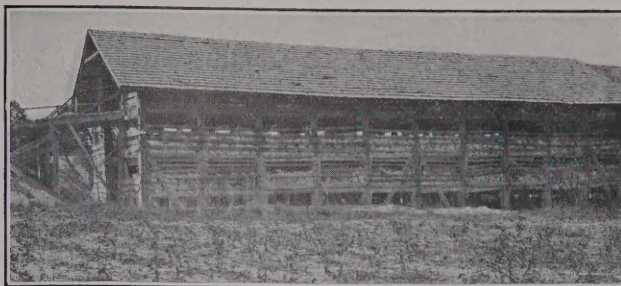
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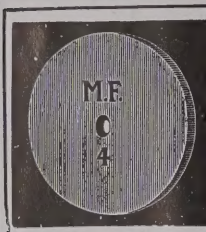
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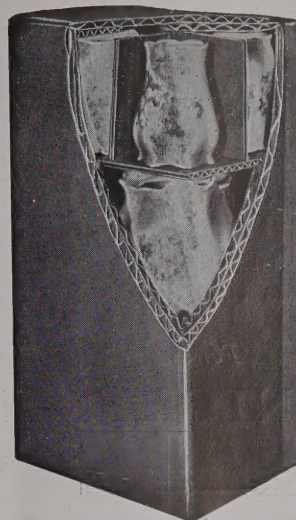
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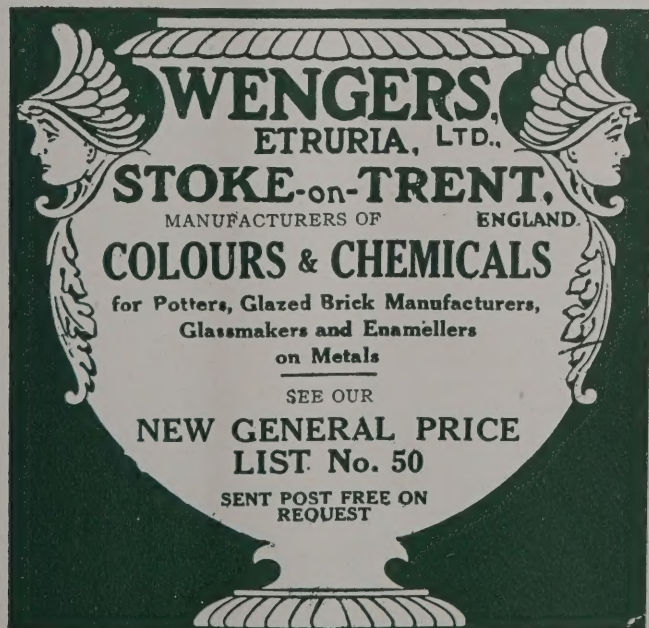
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